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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/679,028	10/03/2003	Daniel R. Malone	03-021	1498

37420	7590	01/16/2008
VISTA PRINT USA, INC. ATTN: PATENT COUNSEL 95 HAYDEN AVENUE LEXINGTON, MA 02421		

EXAMINER	
DEBROW, JAMES J	

ART UNIT	PAPER NUMBER
2176	

MAIL DATE	DELIVERY MODE
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.



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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
10679028	10/3/2003	MALONE ET AL.	03-021

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EXAMINER

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2176	20080110

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Commissioner for Patents

Appellant's reply brief filed 24 Nov. 2007 has been noted and made of record. No further action by the examiner is deemed necessary at this time. Accordingly, this case is being forwarded to the BPAI for decision on the appeal.

William S. Bashore
WILLIAM BASHORE
PRIMARY EXAMINER

In re application of: Daniel R. Malone, et al.
Application No.: 10/679,028
Filed: October 3, 2003

Examiner: James J Debrow
Art Unit: 2176

Confirmation No. 1498
Docket No.: 03-021
Customer No.: 37420

Commissioner for Patents
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Alexandria, VA 22313-1450

REPLY BRIEF

This Reply Brief is provided in response to the Examiner's Answer mailed August 24, 2007. The supplemental remarks below are submitted to reply to certain comments and grounds of rejection set forth by the Examiner in the Examiner's Answer.

1) Examiner's Interpretation of "Component Element Identifier" and "Product Description Identifier"

The terms "product description identifier" and "component element identifier" appear in all pending independent claims. On page 16 of the Examiner's Answer, the Examiner stated "the Examiner concludes it would be reasonable to interpret that a product description identifier is analogous to a category of products" and "the Examiner concludes it would be reasonable to interpret component element identifier of a product description identifier as being analogous to a sub-category of a product within a category of products". Based on this interpretation, the Examiner then cited the Fuwa reference as teaching elements having this interpretation. The Examiner did not reference any location in the Appellants' specification where either of these terms is used in a manner that supports this interpretation by the Examiner.